

**MovieTime** is the ultimate digital channel destination for big-ticket movies seven days a week. With over 250 movie titles each month and back-to-back movies on the weekend, **MovieTime** offers movie lovers unparalleled access to an extensive collection of favourite hits. From adventure-packed blockbusters to definitive movie moments, **MovieTime** presents a star-studded, jam-packed lineup that satisfies viewers' craving for hit movies. What time is it?... It's **MovieTime**!  
**MovieTime** is also available in HD.

Easy A

## new movies

### The Dark Knight

When Batman, Commissioner Gordon and Harvey Dent launch an assault on the mob, the Joker becomes bent on turning Gotham on itself and reeking havoc. Stars Christian Bale, Heath Ledger, Maggie Gyllenhaal and Aaron Eckhart.

### Salt

A CIA agent goes on the run after a defector accuses her of being a Russian spy. Stars Angelina Jolie and Liev Schreiber.

### Due Date

High-strung father-to-be Peter Highman is forced to hitch a ride with aspiring actor Ethan Tremblay on a road trip in order to make it to his child's birth on time. Stars Robert Downey Jr., Zach Galifianakis and Michelle Monaghan.



The Dark Knight

### The Tourist

An American tourist meets a mysterious beauty who drags him into a dangerous world of intrigue and espionage while travelling through Europe. Stars Johnny Depp and Angelina Jolie.

### Easy A

A clean-cut high school student relies on the school's rumor mill to advance her social and financial standing. Stars Emma Stone, Amanda Bynes and Penn Badgley.

### Country Strong

A rising young singer songwriter works with a fallen country star. As the pair embark on a career resurrection tour, romantic entanglements and old demons threaten to derail their lives. Stars Gwyneth Paltrow, Leighton Meester and Tim McGraw.



## Shutter Island

U.S. Marshal Teddy Daniels investigates the disappearance of a murderer that escaped from a hospital for the criminally insane and is presumed to be hiding nearby. Stars Leonardo DiCaprio, Ben Kingsley, Michelle Williams and Mark Ruffalo.

## Brothers

A young man comforts his older brother's wife and children when he returns after he's been missing in Afghanistan. Stars Jake Gyllenhaal, Natalie Portman and Tobey Maguire.

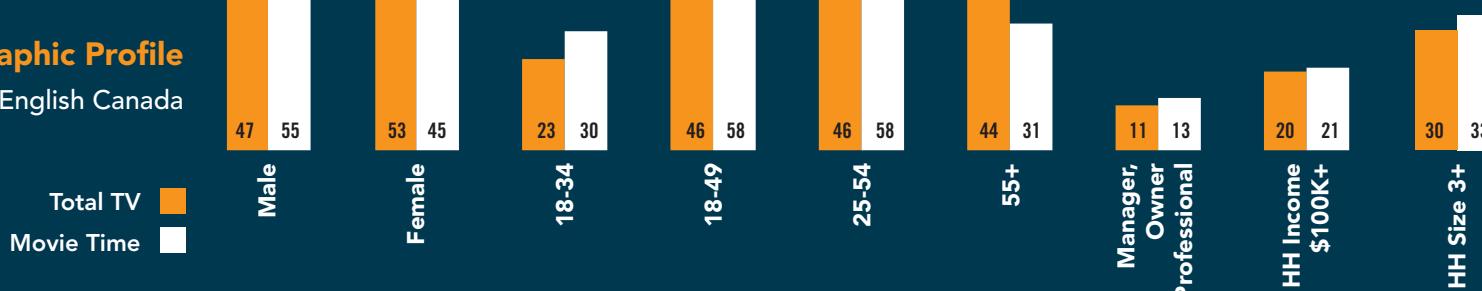


## Audience Profile

### Demographic Profile

% of A18+ AMA, English Canada

Source: BBM Canada PPM Data,  
M-Su 2a-2a (SP12: 1/2/2012 to 5/27/2012)



### More likely to:

- Buy products that offer the latest in new technology (120), have a cell phone (117), e-reader or touchscreen tablet (117), thin screen plasma/LCD TV (113), purchased software (111) and play video game systems 2+ times in an average week (130)
- Service their vehicles at department store auto repair centre (137), local repair shop/service station (133) or auto repair/specialized chain store (129), purchase auto supplies/products (117) and have a motorcycle licence (163)
- Say they are more of a spender than a saver (109), look for designer labels when buying clothes (129) and purchase fine jewellery (128)
- Visit a home show/exhibition (107), spend \$5000+ on home improvements (105), purchase home improvement items/tools (107) and enjoy woodworking/building (196)
- Exercise at home (120), go snowboarding (163), mountain biking (151), fishing (190), power boating (134), play various team sports like basketball (261), ice hockey (152) and soccer (147) and attend various pro-sporting events such as baseball (180) and football (188)
- Often reward themselves by having a snack (114) such as pudding (118), and snack cakes (137), hard candy/mints (140), chewy candies (152), chewing gum (161) chocolate/candy bars (133) and potato chips (147)
- Drink fruit drinks/punches (119), soft drinks/colas (115), energy/sports drinks (124), instant coffee (123), enjoy prepared mixed drinks with liquor (128) and drink 4+ beers (109) in the past week.
- Spend on grocery/personal care items such as frozen hot snacks (118), toaster products (113), instant breakfast mixed with milk (149), dry (113) and condensed (110) soups, baby/children care products (112), men's aftershave (151), hair styling mousse (123) and gels (126), condoms/contraceptives (109)

Source: PMB 2012 2-year readership database, English Canada, Index based on Comp% of A18-54 vs. population

## Key Research Findings

- MovieTime enjoyed double-digit growth vs Spr'12 in key 25-54 demos
- MovieTime is consistently ranked in the Top 10 Digital Channels
- Ranked Top 25 of all Specialty for M25-54 and M18-49
- Almost 1 million viewers tuned in to MovieTime last Spring in an average week (Ind. 2+)

Source: BBM Canada PPM Data (SP12: Jan 2-May 27/2012) / Total Canada A25-54 AMA (000) unless otherwise noted